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Media Centers

#### ABSTRACT

To measure the effectiveness of the services provided to users of elementary school media centers, a survey instrument has been developed to poll teachers, students, or administrators. Ratings cover nine broad service categories: accessibility, awareness, professional materials, utilization, planning, acquisition, production, evaluation, and activity. Users of the guide can tailor an evaluation instrument for their own needs by electing only those items which apply to the services they offer. Over 30 items are listed in each service category. (EMH)

# PSES

PURDUE SELF-EVALUATION SYSTEM

**FOR** 

SCHOOL MEDIA CENTERS

Elementary School Catalog

by

DAVID V. LOERTSCHER

and

JANET G. STROUD

David Loentscher Purdmer Research Gundenm

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#### PURDUE SELF-EVALUATION SYSTEM

There are many facets of a media center program that can be measured. These might include facilities, staffing, budget, collection, circulation, etc. But many professionals agree that one of the more effective measures is to evaluate the services provided by the media staff to the users.

The Purdue Self-Evaluation System (PSES) for Media Centers, a service developed in the Media Sciences Section of Purdue University, offers media specialists an inexpensive yet thorough technique for involving teachers, students and administrators in the evaluation of media center services

The unique feature of PSES is that the media specialist may tailor-make the evaluation instrument to the service program of a specific media center. It may constitute one portion of a comprehensive planning and evaluation system or it may simply be exploratory in nature.

The catalog encompasses nine broad service categories. Accessibility, Awareness Professional, Utilization, Planning, Acquisition, Production, Evaluation, and Activity The media specialist may wish to concentrate on a few categories or do a broad survey over all categories. The media specialist also may query one user group or several to include administrators, media staff, teachers, and students.

PSES measures the user's perception of both frequency and variety of services offered by the media center. The technique can also be used to compare the media staff's perception of the service program with any of the user group's perceptions. Media specialists are advised to select those items which match their own program objectives.

The catalog was developed originally in cooperation with the Indiana Department of Public Instruction in a survey of elementary school media centers during the 1974-75 school year. It has also been used in several doctoral dissertations including two in Indiana, he'on grades 10-12 and one on grades 6-9. There is a certain amount of bas represented in this instrument toward services emphasized in the Media Programs District and School (AASL & AECT 1975), that is, both library and audiovisual services as well as instructional development services have been included.

Once the media specialist has chosen items from the catalog individualized questionnaires will be supplied for each user group to the school Schools may then reproduce the questionnaires and collect the data (directions and answer sheets which can be machine scored will be provided). The data will be processed at Purdue and an item-by-item computerized comparison of the responses made by the media staff, teachers, students, and administrators will be sent to the school

Schools may wish to bypass the Purdue computer services entirely and adapt parts of the catalog to their own measurement needs. The authors encourage this type of use as long as credit is given to the authors for items used from the catalog

#### Item Sèlection

Several reasons could influence a media specialist's choice of a particular item. For example, one might wish to offer a service and would like to "educate" the user to/its possible implementation. The service chosen may be relatively new and the media staff wishes to check the awareness of the users as to its existence. The media specialist may also want to find out what segments of the user groups are taking advantage of a particular service. (For example, what negentage within each grade level takes advantage of a particular service.)



Δ

The master catalog contains services in nine different categories (Accessibility, Awareness, etc.) Three columns for media staff, teachers, and students, are beside each service statement. An 'x in a column indicates which group the statement may be used for, let us look at item #7, for example

#### M T'S

x x The media center is used for meetings of student organizations.

This item may be selected to be answered by either the media staff, the students, or both. The item is not available for the teacher questionnaire.

The ITEM SELECTION SHEETS contain three columns. M = Media Staff, T = Teachers, S - Students To select your item, mefely gheck the appropriate item number of the ITEM SELECTION SHEET in the column desired. For example, on item #1, if you wish to have this item included on both your questionnaires, check the appropriate blanks. If you wish the item to appear only on the teacher questionnaire, check that blank.

Any item or part of an item may be selected. In like fashion, any category or part of category may be omitted. Items designed for use by the students have been personalized and simplified in language. (See Student Catalog) DO NOT SELECT MORE THAN 150) TEMS FOR THE MEDIA STAFF. The recommended maximum number of items for teachers is 75, for students, 50

Please note that all items you choose will be answered by all respondents on the following scale

A - Regularly B = Occasionally

C = Rarely or never

D ≧ Don∕t know

#### Cost

The use of Purdue computer facilities will cost \$25.00 per school plus 40 per respondent. This amount pays for one copy of each questionnaire (media staff, teacher, and student), all op-scan answer sheets, data processing and analysis, and one copy of a final report. General guidelines for interpretation of the results will be provided. However, if the school wishes to have further interpretation and consultation concerning the analysis and steps for program improvement as a result of the research, the authors are available for consultation both by telephone conference call or by visitation.

If you want Purque to process your data and prepare an item-by-item computerized comparison of the responses made by the media staff, teachers, and students, return only the ITEM SELECTION SHEETS to pr. Janet G. Stroud If, comments or questions arise contact Dr. Stroud at (317) 749-2902. Address all correspondence to

Dr Janet G. Stroud Media Sciences Education Building 112 Purdue University West Lafayette, IN 47907



#### ACCESSIBILITY SERVICES MTS The media center is used for 1. \*X X 2 X X 3. X X 4. X X 5. X X scheduled class visits (weekly, semi-weekly, etc.) class use upon teacher request (other than scheduled visits) small groups upon teacher request rindividual student research ındividual student enjoyment The media center is used for meetings of faculty student organizations . administrators or school boards school-related parent groups The media center provides books for 10. X X temporary reserve collections for instructional units 11. X X 12. X X temporary room collections for instructional units permanent room or department collections The media center provides AV materials for 13. X X temporary reserve collections for instructional units 14. X X temporary room collections for instructional units 15. 🛪 🕏 permanent room or department collections The media center provides AV equipment for 16. loan to teachers (1 day or less) 17. loan to teachers (less than 30 days) 18. X X temporary loan to department 19. permanent loan to teachers 4. permanent loan to department Students use the media center •21. <u>X</u> \_ before school after school -Teachers use the media center 23. X X 24. X X before school after school Students take home from the media center 25. X. books 26. X \(\frac{1}{2}\) X AV materials AV èquipment Students check out for building use 28. X books AV materials

AV equipment

#### ACCESSIBILITY SERVICES (cont.)

MTS

31.  $\underline{X}$   $\underline{X}$   $\underline{X}$  Teachers have time to come to the media center.

Students have time to come to the media center.

Leachers have time to consult with the media staff.

34. X X X Books are kept in repair. -

35. X X X AV materials are kept in repair. 36. X, X X AV equipment is kept in operating condition.

37. X X Students use AV equipment in the media center.

#### AWARENESS SERVICES

M T S

Teachers are given information about

new AV equipment in the building

new books and AV materials in the media center services available from the district media center (library)

services available from other libraries in the area

39. X X 40. X X 41. X X 42. X X community resources (guests, field trips, etc.)

43. X X existing media center services

newly added media center services

Students are given information about 45. X new AV equipment in the media center

46. X new books and AV materials in the media center

47. X services available from the district media center-(library)

48. X services available from other libraries in the area

49 / X community resources (guests, field trips, etc.). 50. X existing media center services

51. X newly added media center services

The media staff sponsors special programs for

-52. X X National Library Week, Book Week, etc.

53. X X local events of importance

54. X X national events

school-public library cooperative efforts. 55. X.X.

The media staff promotes the media program via

56. X X news releases

57. X X radio-or TV, 58. X X

displays or bulletin boards

59. X X programs for parents

60. <sub>∗</sub>X X programs for administrators 61. X presentations to the school board

**62**. presentations to community groups

### ROFESSIONAL SERVICES

M.T S

The school media staff acquires for the professional collection 64. periódicals 65. X X AV materials

66. research reports curriculum guides

The district media staff acquires for the professional collection periodicals 70. <u>X X</u>

AV materials 71. <u>X</u> research reports. 72. <u>X</u>

curriculum guides

In-service topics for teachers include 73. <u>X</u> <u>X</u> integrating media center materials into instruction 74. <u>X X</u> utilizing media center services effectively 75. X X producing AV materials 76. <u>X</u> <u>X</u>

utilizihg AV equipment existing media center services 78. X X newly added media center services

The media staff works with teachers/counselors to help .79. X X improve student progress in learning 80. X X X students with their personal problems students make career decisions

UTILIZATION SERVICES .

M T'S Teachers are helped to locate materials in

the media center collection the various classroom collections

The media staff assists teachers by 84. <u>X</u> 85. X. X

suggesting various uses of media center materials locating materials of various difficulty and interest levels

86. X X demonstrating the versatility of AV equipment 87. <u>x</u> x aiding in the use of equipment and accessories

Reference service in the media center is given teachers by 88. answering simple questions (e.g., who wrote Charlotte's Web?) 89. <u>X</u> answering more complex questions

90. X X 91. X X requiring teachers to try to answer their own questions referring teachers to resources not in the media center

#### UTILIZATION SERVICES (cont.) MTS Reference service in the media center is given students by answering simple questions (e.g., who wrote Charlotte's Web?) answering more complex questions requiring students to try to answer their own questions 93. X - X 94. X - X 95. X - X referring students to resources not in the media center Instruction in the use of the media center is given as a unit of instruction integrated into classroom instructional units 97. X X given informally upon request 98. X X Instruction in the use of the media center is given to individual students 99. X X «small-groups 100. X X classes and/or large groups 101. X X new students 102. X Instruction in the use of the media center is given by teacher and media staff in a team approach 103. 🗴 🗴 🍱 the teacher 104. X X the media staff 105. X X Group guidance is given by the media staff through book or media talks on recreational materials book or media talks on materials for classwork 106. X X X 107. X X X distribution of materials lists 108. X X X X 109. X X X displays, exhibits and/or bulletin boards Individual guidance is given by the media staff, through individualized materials lists 110. <u>X</u> X X help in the location of materials. 111. X X X help in the selection of materials 112. 🗵 🛚 🗸 🗸 The media staff engages in a program of reading guidance 113. 🗶 🗴 viewind guidance (visual literacy) 114. X X listening guidance 115. X X improvement of study habits

development of critical thinking 117. X X 118.  $\times \times \times$  Help is given when AV equipment problems arise.

116. XX \_

#### PLANNING SERVICÉS

· MTS

Media center staff assists teachers in unit planning by

119. X X consulting in advance of unit presentation assisting in analysis of learning tasks

121. X X helping formulate behavioral objectives gathering materials

123. X X preparing bibliographies

124. X X suggesting materials of appropriate difficulty suggesting materials of appropriate difficulty suggesting materials of varying interest levels.

126. X X \_ The media specialist consults with the curriculum committee

#### ACQUISITION SERVICES

M T S.

Inter-library loans for teachers are provided from

127. XX the district center collection other school media centers in the district

129. X 2 public libraries in the area

130. X X academic libraries in the area

131. X X rental libraries regional libraries

Inter-library loans for students are provided from X the district center collection

133. X X the district center collection .

134. X X other school media centers in the district

135. X \_ X public libraries in the area academic libraries in the area

137. X rental libraries regional libraries

The media staff purchases materials

139. X X on recommendation of the teachers

140. X X on recommendation of the students

The media staff provides for the purpose of purchasing

141. X X \_ teacher previewing 142. X X \_ student previewing

143. X X producers' catalogs

144. X X published evaluations of materials

145. X X published evaluations of equipment

The media staff orders

146. XX materials only at specified times individual orders upon request

```
PRODUCTION SERVICES
     M T'S
              Which are produced by your school media staff?
                    graphics (lettering, poster making, etc.)
149. X X X
                    slides
150. X X X
                    videotapes;
151. X X
                    tape recordings
152. X X X
153. X X X
                    8mm films
                    radio programs
154. X X X
                    16mm*films
155. X
                    puppets
        XX
156. X
                    models and dioramas
157, X X X
                  o transparencies
158. X X X
                    kits
159. X X X
160. X X X
                    games
                    filmstrips
161. X X X
                    learning packages
162. X X X
                    photocopies
163. X X X
                    mounted materials
164. X X X
                    laminated materials
165. X X X
                    printed or duplicated materials
166. X X X
                    computer assisted instruction
                    programmed instruction
167. X X
168. X X X
                    computer programing
                hich are produced by your district media staff?....
                    graphics (lettering, poster making, etc.)
169.
120.
                    slides
     X
                    videotapes
171/
1/2. X X
                    tape recordings
173. X
                    8mm films
174
                    rádio programs
175. X
                    16mm films
176. X
                    puppets
177. X
                    models and dioramas
178.
                    transparencies. >
179.×X
                    kits
180.
                    games
181.
                    filmstrips,
182.1 X
                    learning packages
183. X
                    photocopies
184. X
                    mounted materials .
185. X
                   laminated materials
186. X
                    printed or duplicated material's
187. X
                    computer-assisted instruction
188.
                    programmed instruction
                    computèr programing
```

### PRODUCTION SERVICES (cont.)

#### M T S

Teachers who want locally produced AV materials are provided 190. 🗴 🗴 🖫 facilities and equipment

191: X X \_supplies

192, X X help from the media staff

193. X X the finished product from the media staff

Students who want locally produced AV materials are provided

facilities and equipment 195, X supplies `

196. X help from the media staff

197. the finished product from the media staff

#### **EVALUATION SERVICES**

#### MTS

#### The media center collection provides ...

a variety of media to meet user needs

198. <u>X X X</u> 199. <u>X X X</u> cyrrent material

200. X X X 201. X X X enough material for the number of users . ?

quality materials

#### Together, teachers and media staff evaluate the success of class projects involving the media center

⇒202. <u>X • X</u> 203. X X small group projects involving the media center,

204. X X individual projects involving the media center,

205. <u>X X</u> library skills training for students

206. X X jointly planned units of instruction

## The media staff provides students opportunities to evaluate

207. X the materials collection media center services

209. X media center facilities

media denter policies

#### The media staff provides teachers opportunities to evaluate

the materials collection

212. 💥 🗴 media center services

213. X X media center facilities

214. 🗴 🗙 media center policies

#### **ACTIVITY SERVICES**

MTS in the media center, students .215 read or look at books 216. read magazines and newspapers 217. <u>X</u> look at AV materials in large groups 218. X look at AV materials in small groups 219. look at AV materials as individuals 220, listen to recordings in large groups. 221, X listen to recordings in small groups 222. listen to recordings as individuals make puppets and have puppet shows 223. X 224. X listen to stories 225. ·X play games find materials and information for school subjects 226. X 227. X · make AV materials 228. X make printed materials 229. X tutor other students 230. X observé animals or plánts 231. X meet, talk, or listen to community resource persons select materials to borrow 232. X · 233. X learn to operate AV equipment 234. X study with other students 235. discuss materials 236. participate in library clubs or media organizations 237: ··X use computer-assisted instruction view displays and exhibits In the media center, teachers

have access to recreational materials 240. socialize with colleagues 241 X X 2 have a place to 'get away from it all'

242. engage in unit planning with colleagues 243. eat and drink

ELEMENTARY ITEM SELECTION SHEETS If you wish to use Purdue's computer facilities to assist you in producing individualized questionnaires and data analysis, return these ITEM SELECTION SHEETS to Dr. Janet Stroud at Purdue University. Check the items you would like the media staff, teachers, and students to evaluate If you want the administrative staff included, they will be answering the media staff questionnaire. Try to select the number of items for teachers and students that you feel they will have time to answer. School name and address Telephone \_\_\_\_\_ Approximate number of teachers in your building ...... Number of home rooms or sections in each grade from which you wish to gather, data. We do not recommend collecting data below the second grade. Approximate number of students in each section Please-list below all paid library and AV staff - Name Position (Professional, technical, clerical) Return these ITEM SELECTION SHEETS to . . Dr. Janet G. Stroud

Education Building, 112
Purdue University
West Lafayette, IN, 47097

Media Sciences

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| د آباد الله الله الله الله الله الله الله ال | 30                                     | 57,           | · · ·                                   |
| 2.   | 31. 🚣 🔭                                | 58            |   |
| 3  | 32                                     | 59. 🖊         | ·                                       |
| 4 '  | . 33. ` *                              | 60            |   |
| 5,   | .34                                    | 61.4          | •                                       |
| 6  | . 35 •                                 | 62            | * <u>*</u>                              |
| 7  | 36 · _ · _ · _ · _ · · · · · · · · · · | •             |   |
| 8  | 37                                     | PROFESS       | IONAL                                   |
| 9  |  | 63            |   |
| 10.  | AWARENESS                              | .64           | , • · · · · · · · · · · · · · · · · · · |
| 11   | 38.                                    | 65            | `                                       |
| 12   | 39                                     | 66            | • •                                     |
| 13   | 40 ***                                 | 67            | <u> </u>                                |
| 14   | 41                                     | 68            | -                                       |
| 15:  | 42.                                    | 69            |   |
| 16,  | 43                                     | , 7Ò          |   |
| 17.  | 44                                     | 71.           |   |
| 18.  | 45                                     | 72,           |   |
| 19:  | 46                                     | 73            |   |
| 20   | 46                                     | , 73          |   |
| 21.  | * *                                    |               |   |
| 1  | 48                                     | 75            |   |
| 22   | 49                                     | 76.* <u>*</u> |   |
|  | 50: — —                                | . 77          |   |
| 24`  | 51.                                    | . 78          | <u></u>                                 |
| 25   | , 52. ,                                | 79,           |   |
| 26   | · · · 53                               | 80            | ,                                       |
| 27   | 54                                     | 81            |   |
| 28   | 55                                     | 10            |   |
| 9  | 56                                     | · Land        | •-                                      |
| ERIC   | 15                                     | • • • •       | •                                       |
|  |  | ***           | •                                       |

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| UTILIZATION                 | ·MS      | Ť              | S           |        | MS                  | T   | s            |     |
| MS T S                      | 111      | <del></del>    |             | 137.   |                     | ,   |              | ٠   |
| · 82 ·                      | 112.     | <u> </u>       | <b>T</b>    | 138.   | ·                   | • •   | `            | •   |
| 83                          | 113      |                | • ,         | 139.   | /                   | <u>- ,                                   </u> |              |     |
| 84                          | 114      |                |             | 140.   | _(                  | . J.  |              | ••  |
| 85                          | 1 15     |                | • (         | 141.   |                     |   |              |     |
| 86. 🚣 🛌                     | 116      |                |             | 142.   |                     | <u> </u>                                      | •            | , - |
| 87                          | 117      |                | •           | 143.   | _                   |   |              | •   |
| 88                          | 118      |                | <del></del> | 144.   | `                   |   | •            |     |
| 89                          |          | ,<br>do        |             | 145.   |                     |   | , `          |     |
| 90                          | PLANNIN  | G              | :           | 146.   |                     |   | •            |     |
| 91 ^                        | 1 19     |                | ; -         | 147:   |                     |   | •            |     |
| 92                          | 120      | <u> </u>       | , ,         |        | ٠.                  |   |              |     |
| 93                          | 121      |                |             | PROE   | DUCTI               | ON.   | •            |     |
| 94                          | 122      |                |             | 148.   | <del>.     </del> . | ,   |              |     |
| 95                          | 123      | <b>-</b> ;     | ٠           | 149.   |                     |   |              |     |
| 96                          | 124      |                | ` '@        | 150.   | _                   | <del></del> ` :-                              |              |     |
| • 34.97.                    | 125      |                |             | 151.   |                     | ·<br>   |              |     |
| 98 ` ,                      | 126      |                | , ,         | 152.   |                     |   |              | •   |
| 99,                         | · · ·    |                | • •         | 153.   |                     |   |              |     |
| 100                         | ACQUISIT | IÓN            |             | 154.   | · ,                 |   |              | •   |
| · 101                       | 127      | <del>_</del> , |             | 155.   |                     | ` -   |              |     |
| 102                         | 128      |                |             | 156.   |                     |   |              |     |
| 103                         | 129./    |                |             | Ì57.   | <del>_</del> '.     |   | <u>:</u>     |     |
| المربور علا 104.            | 130      |                |             | 158.   |                     |   | ,            |     |
| 105 '',                     | 131      | <del>_</del> , |             | 159,   | <u> </u>            | <del>-</del> -, ,-                            | •            |     |
| 106                         | ·132 /   |                |             | 160.   | _ `                 |   |              |     |
| 107                         | 133      | -              |             | 161    | <del></del> .       |   | <del>-</del> |     |
| 108                         | , 134    | , -            |             | 162.   |                     |   | _ ′          |     |
| 109                         | 135. ′   | -              | <del></del> | 163.   |                     |   | <del>.</del> | :   |
| 1100 ·                      | 136      |                |             | 164. : | <u></u> ' -         |   | _            | •   |
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|--------------------------|------------|--|
| MS T                     | S MS T S   | MS T S   |
| 165                      | 195        |  |
| 166                      |            | 222  |
| . 167                    |            |  |
| · ; 168:                 |            | 224  |
| 169                      | EVALUATION | 225  |
| 170                      | 198        | 226  |
| 171 · _                  | . 199      | 227  |
| 172 ,                    | . 200      | 228  |
| . <sup>1</sup> · 173     | 201 ·      | 229  |
| 174                      | 202        | 230  |
| . 175                    | 203        | 231  |
| 176                      | 204        | , 232 <u>*</u> ,   |
| 177                      | • 205 `    | 233  |
| 178                      | -206       | 234 / _  |
| 179                      | 207        |  |
| 180                      | 208        | 236  |
| . 181                    | 209        |  |
| 182                      | .210       |  |
| 183                      | 211 ´      | 239  |
| 184                      | 212        | 240  |
| . 185                    | 213        | 241  |
| 186                      | 214. 🚣 📜   | 242 :  |
| . 187                    |            | 243  |
| 188,                     | ACTIVITY   | The same of the sa |
| 189                      | 215. 🕌 🗼 🚐 |  |
| 190. 🗻 📖                 | 216        | _ PLEASE RETURN TO:  |
| 191                      | 217        | .Dr. Janet G. Stroud   |
| 192                      | 218. 🛶 , 🐪 | Media Sciences     Education Building 112  |
| 193                      | 219        | Purdue University '  |
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# PSES

FOR SCHOOL MEDIA CENTERS

Elementary School
Student Catalog

DAVID V. LOERTSCHER

JANET GESTROUD

#### ACCESSIBILITY SERVICES - Student Catalog

The media center is used for 🐤

7. club or student meeting

I use the media center

21. before school

22. after school

I take home from the media cente

25. books

26. AV materials 27. AV equipment

For use in school, I check out

28. books

29. AV materials

30. AV equipment

32. I have time to go to the media center.

34. The media center's books are in good condition.

35. The media center's AV materials are in good condition,

36. The media center's AV equipment is in good condition.

37. Luse AV equipment in the media center.

#### AWARENESS SERVICES - Student Catalog

The media staff tells me about

45. new AV equipment in the media center

46. new books and AV materials in the media center

47. materials I can get from the district media center (library)

48. materials I can get from other libraries in my city

49. people and places I can visit near my home

50. things'l can do in the media center

51. new things,I can do in the media center

#### PROFESSIONAL SERVICES - Student Catalog

The media staff helps me

80. with m problems



#### UTILIZATION SERVICES - Student Catalog

The media staff helps me by

92. answering easy questions (e.g., who wrote Charlotte's Web?)

93. answering harder questions 94. asking me to try to answer my own questions

95. sending me to people or places outside the media center

The media staff helps my group by

106. talking about fun things to read-or look at .107. telling me about things I can use for class.

108. giving me a list of books or AV materials

109. having bulletin boards

The med staff helps me 110., by giving me a list of books or A materials

111. find books and AV materials 112. choose books or AV materials

118.: Treceive help when AV equipment will not work.

#### ACQUISITION SERVICES — Student Catalog

The media staff will get me books or AV materials from

133, the district media center 😽

134, other school media centers

135. the public library 136. /the college library

media/staff will

140 Buy things I ask for

#### PRODUCTION SERVICES - Student Catalog

Our school media center makes 148. graphics (lettering, signs, posters, etc.)

149, 'slides

150. videotapes (televisión programs)

151, tape recordings

152. 8mm films a

153. radio programs

154. 16mm films

155. puppets

156. models and dioramas

157. transparencies 158. kits

159. games.

160. filmstrips

161. Jearning packages

162. photocopies



### PRODUCTION SERVICES - Student Catalog (cont.)

Our school media center makes

163. mounted materials

164. laminated materials

165. printed or duplicated materials 166. computer-assisted instruction

167. programmed instruction

168. computer programs

If I want AV\_materials made, the media staff

194. gives me space and equipment 195. gives me supplies

196. gives me help

197, objes it for me

#### **EVALUATION SERVICES - Student Catalog**

The media center collection has

1985 many kinds of things to help me !

199. new material

200. enough books and AV materials for everybody to use

201. good books and AV materials\*

The media, staff gives me a chance to say what I like or don't like about

207. the books or AV materials in the media center

208. the things I, can do in the media center . .

209. media center chairs, tables, shelves, places to work, etc.

210. media center rules

#### ACTIVITY SERVICES -Student Catalog

In the media center, I

215, read or look at books

216. read magazines and newspapers

.217. look at AV materials in large groups

218. Inok at AV materials in small groups

219. look at AV materials by myself 220. listen to recordings in large groups

221. listen to recordings in small groups

222. listen to recordings by myself

223. make puppets and have puppet shows 224. listen to stories

225. play games

226. find materials and information for school subjects

227. make AV materials

228. make printed materials

 229. help other students 30. see animals, or plants ACTIVITY SERVICES - Student Catalog (cont.)

In the media center, I

231. meet, talk, or listen to visitors 232. select materials to borrow.

233. Jearn to operate AV equipment

234. study with other students

235. discuss materials 236. meet with library or media clubs

237. use computers for school-work 238. look at bulletin boards or displays

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